

## **About Distributed Work Management Application (DWMA)**

The Distributed Work Management Application (DWMA) is a PC-to-mobile collaborative tool on an integrated platform that enables one person to efficiently coordinate people in diverse locations for group-level social-economic missions such as income-generation and bulk distribution/group production. The use of SMS as an alternative communication channel for the homebound urban poor enable them to earn income through a self-help e-community without leaving the house, while the administrator coordinates them in the office without tedious phone calls.

DWMA is also used to organize NGO volunteers/affiliates and mobile beneficiaries. Simplicity within the context of community empowerment is its uniqueness for non-profit deployment. It is an excellent tool for community organizing, sourcing, distributing and information collating.

### **Advantages / Uniqueness**

Urban poor women in SW support their households as both caretakers and income-earners. They face extremely high barriers due to their immobility and the lack of affordable public transportation. They also face cultural barriers in the form of gender role expectation as they are expected to fulfill their roles at home as wives, mothers, daughters and sisters instead of giving time and mental energy to acquire new skills and knowledge. Isolation combined with low self-confidence and their status as low-income women prevent them from venturing outside the home to seek an income. The cycle of high risk aversion, victimhood and passivity is difficult to break unless appropriate solutions developed within their context are deployed.

Income-earning opportunity for poor women is an important indicator for gender empowerment. Her earnings translate to both improved nutrition and medical care for her family, and more gender-equal education opportunities for her children. They lead to greater self-confidence, which in turn moves her to pro-actively improve her life through self-governance.

The simplest form of technology like a mobile phone linked to an integrated platform is the best ICT solution for them. The DWMA allows them to generate an income from home, overcoming their physical and social circumstances by connecting them to an information management platform where they are supported by an e-community consisting of other women in similar situations. The DWMA transmits product orders to organize production lines located in diverse sites for timely delivery. eHomemakers also uses DWMA to organize trainings, donations of money/products to the poor, and bulk C-to-B purchases by members. It will be used for micro-credit deployment soon.

Three other NGOs are using DWMA to reduce: SLE Association organizes medical meetings with its 3000 patients all over Malaysia; Bandar Harapan, an organic vegetable farm employing mentally challenged adults, organizes kitchen wastes collection from buyers involved in a barter system; PS the Children uses it to identify missing children and protect vulnerable ones through its vast network of volunteers.

DWMA saves telecommunication and staff labor costs, enabling efficiency at all implementation levels, such efficiency is very crucial for non-profit's sustainability.

## **Innovation**

A tool to :

- a. e-enable the urban poor and disadvantaged to work @ home

The DWMA manages the distribution of work order/information for eHomemakers' disadvantaged women. An order is fulfilled by more than one supplier who could not take on the entire order on their own.

eHomemakers' administrator prepares the order messages via web interface and the system automatically sends out the information to the women (each with an ID number) via SMS. The women receive orders via their donated mobile phones without them leaving the house or us leaving the office to meet them. They fulfill their part of the production @ home until delivery.

- b. innovate business models for income-generation schemes based on Fair Trade principles

Since telecommunication and staff costs are reduced, the total operational expenses become smaller, thus allowing more room for monetary payment to the producers. They earn more income with what they do than what they could get working elsewhere, thus lifting their poverty. The DWMA-enabled business models can afford to pay fair wages/prices for their goods/services.

- c. strengthen non-profits' sustainability

It enables one coordinator to efficiently manage a network of beneficiaries with high level of efficiency. Such productivity is essential for non-profits especially if they are involving large numbers of different groups of beneficiaries, volunteers and affiliates who are located all over to achieve a concerted timely action for a common goal.

- d. deploy group-initiated activities

It is simple and user-friendly for NGOs and micro-enterprise owners (with limited education and ICT experience) who can use it for organizing, sourcing, distributing and information collating at the community level. They can initiate large scale timely actions which they can't afford to implement with their limited resources.

## **Features**

### **Address Book**

To manage contacts in the system

- Manage categories and sub-categories for contacts
- Manage contact details
- Manage view – configure number of records displayed per page
- Import contacts from Microsoft Outlook / Outlook Express / Microsoft Access / etc.

### **Messages**

To manage incoming and outgoing messages (SMS / MMS)

- Send SMS / MMS
- Receive SMS / MMS
- Schedule SMS / MMS

### **Search Function**

To search address book, task list and messages

### **Print**

To print address book, task list and reports

### **Export Function**

To export address book and activities to CSV file

### **Archive**

Manage (restore / delete) archived items

### **Reports**

- Incoming messages
- Outgoing messages
- Tasks
- Incorrect replies

### **Logs**

### **Frequently-Asked Questions**

## Comparisons

Features / Functions	DWMA	Other similar platform
Address Book	yes	yes
Pick contact from address book while creating sms	yes	no
Groups/Category	yes	yes
Select individual contact in group instead of whole group	yes	no
Multiple group/category per contact	yes	no
Send immediately	yes	yes
Scheduled send	yes	yes
Save message for later editing before sending	yes	no
Recurring scheduled send	yes	no
Contact count when creating message	yes	no
Character and SMS count when creating message	yes	no
Automatic message prefix	yes	no
Message history	yes	no
Receive replies	yes	no
Automatic reply word recognition and sum (Recognise words like 'Yes', 'Y', 'No', 'N', 'Tidak', 'Tak', 'Ya', 'Boleh', 'Ok', etc)	yes	no
Automatic group reply to sent message	yes	no
Automatic group reply to sent message	yes	no
Use old message as template	yes	no
View sent message	yes	no
Send Email	yes	no
Send Picture (MMS / Wap Push)	yes	no
Automatic spelling recommendation and correction	yes	no
Multi-level Message/Task grouping	yes	no
List sorting and filtering	yes	no
List export to Excel	yes	no

List printing (formatted for printing)	yes	no
User access right control	yes	no
Detailed per message reporting	yes	no
FAQ	yes	no
Import contacts to address book	yes	no
User access log	yes	no
Database backup and restore	yes	No